

**SYSTEM AND METHOD FOR AUTOMATICALLY
PERSONALIZING WEB PORTALS AND WEB SERVICES
BASED UPON USAGE HISTORY**

ABSTRACT OF THE DISCLOSURE

- 5 A method (and system) of displaying predetermined objects on a web page accessed by a user, includes one of displaying only those objects of the web page which the user has accessed a predetermined number of times previously and displaying only those objects of the web page which the user has specified in advance.